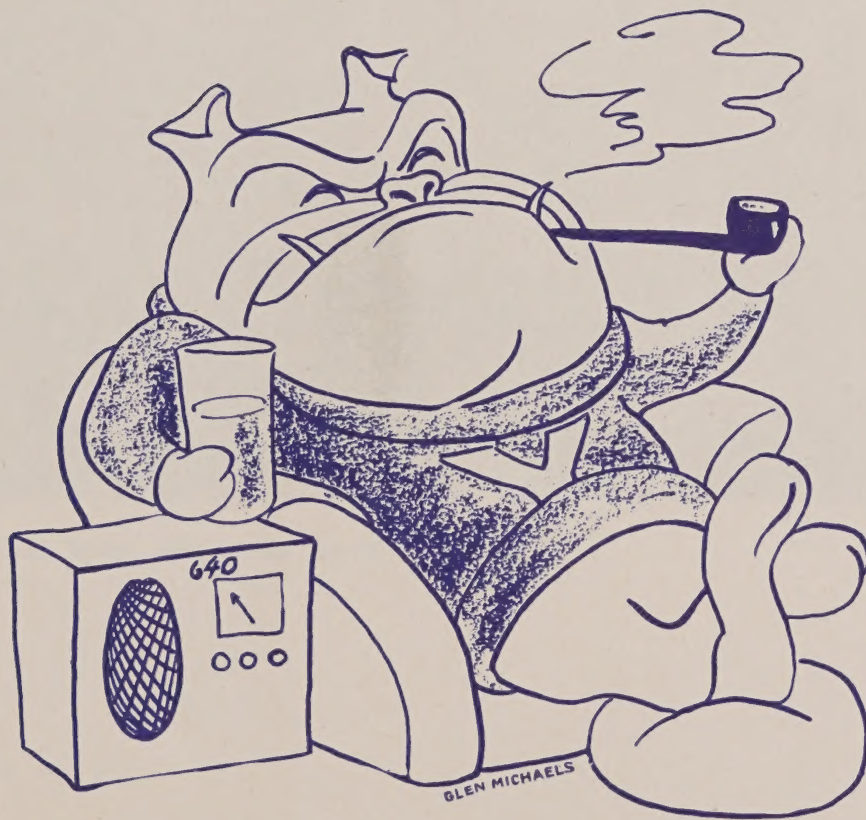






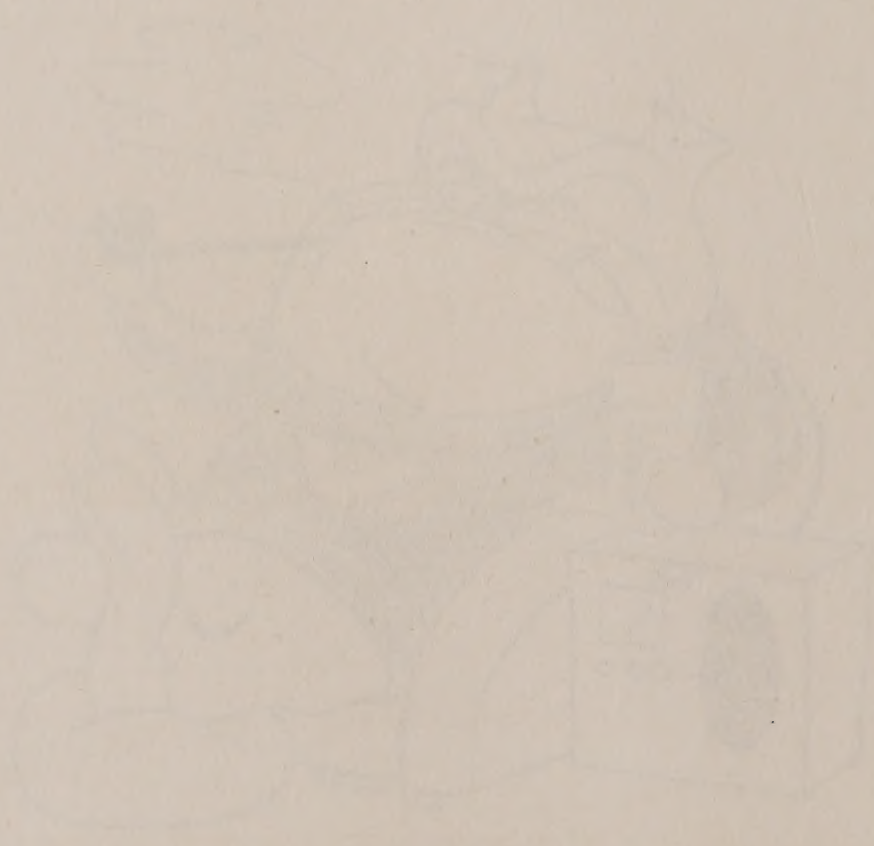


# wybc 640 ON YOUR DIAL



**THE VOICE OF THE YALE CAMPUS**

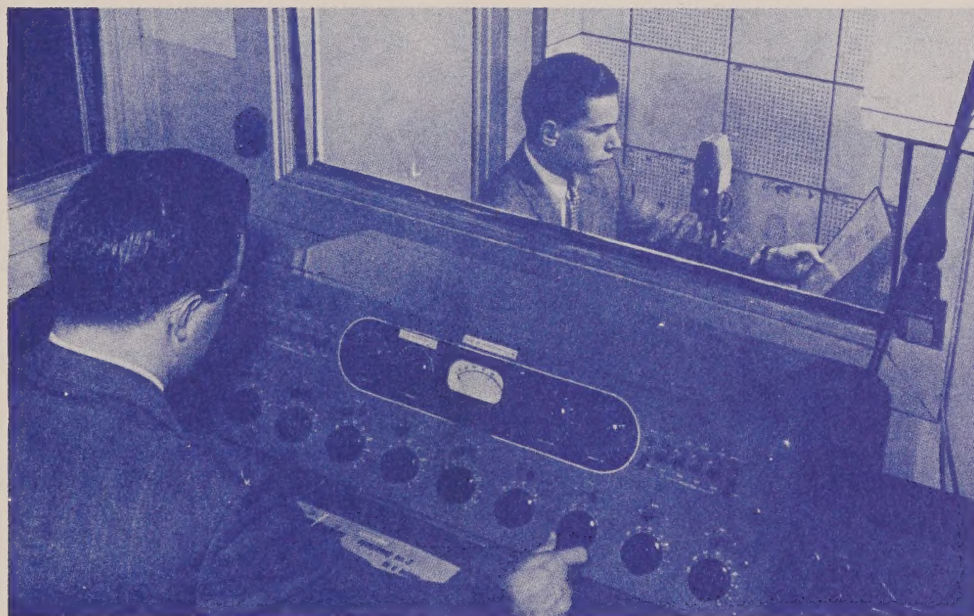
WILLIAM  
DAVIS  
JANUARY 20 1911



THE YOUNG MAN OF THE FUTURE



**ONE OF THE  
OLDEST — LARGEST — NON-SUBSIDIZED  
COLLEGE RADIO STATIONS**



Control Room and Studio No. 2

**AND . . .**

**THE FASTEST GROWING  
ORGANIZATION AT YALE**

ONE OF THE  
OLDEST - IN THE - HISTORY  
OF THE WORLD



THE  
THE FIRST CHURCH  
OF THE CITY OF NEW YORK



# **THE YALE MARKET TODAY**

YALE STUDENTS ARE IMPORTANT BECAUSE THEY  
ARE TOMORROW'S LEADERS IN BUSINESS AND SO-  
CIETY. AS A WHOLE THEY ARE, AND ALWAYS WILL  
BE AMONG THE **BIGGEST** INDIVIDUAL PUR-  
CHASERS

● IN

● ANY

● MARKET

341

THEORY 3100

1900

THEORY 3100 1900

THEORY 3100 1900

THEORY 3100 1900

THEORY 3100 1900

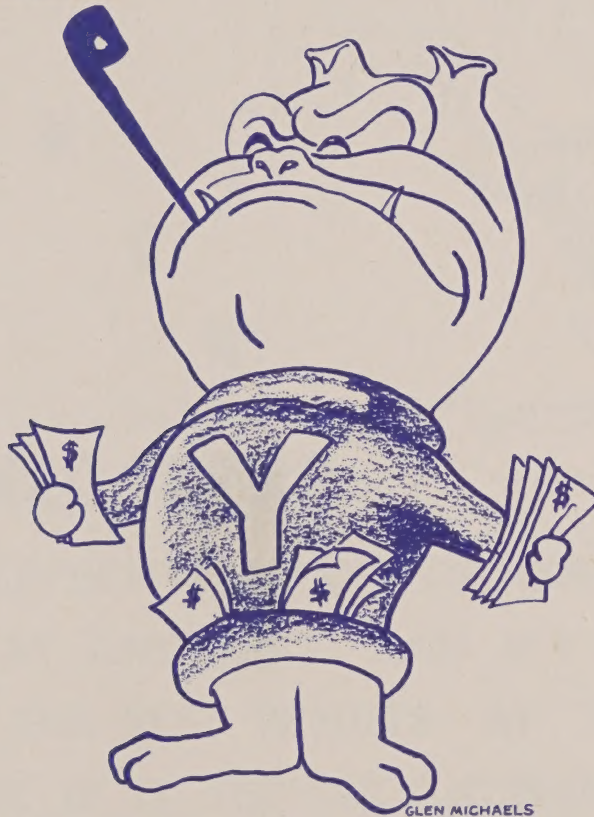
1900

1900

1900



OVER 7,500 STUDENTS SPEND  
**\$5,400,000.00** ANNUALLY  
EXCLUDING UNIVERSITY  
EXPENSES



HOW CAN YOU GET  
**YOUR SHARE** OF THIS?  
AN AVERAGE  
**\$720.00** PER MAN . . .



OVER THE STUDENT SPEND

IS AVERAGE ANNUALLY

EXCHANGING UNIVERSITY

EXPENSE



HOW CAN YOU GET

THE BEST OF THE

AN AVERAGE

WILL BE FOR YOU



**BY PROMOTING YOUR BUSINESS**

**T**

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**H**



## **THE SPOKEN WORD**

THE MOST EFFECTIVE MEANS OF COMMUNICATION AVAILABLE AT ANY PRICE, AND WYBC's RATES BRING YOU THE BEST RESULTS AT THE LOWEST EXPENDITURE. IT IS THE ONLY NON-PROFIT ADVERTISING MEDIUM AT YALE.

**REPETITION** OVER THE AIR IMPRESSING ON THE LISTENER YOUR

NAME — PRODUCT — LOCATION





**AND THE YALE MAN IS**

**PLIABLE**



**... HE IS**

**AT AN AGE WHERE HIS BUYING HABITS**

**ARE BEING FORMED. ADVERTISING**

**WITH WYBC IS THE BEST WAY TO TAKE**

**ADVANTAGE OF THIS PLIABILITY BECAUSE ...**







## YALE WILL BE LISTENING

### HERE'S PROOF\*

WHEN A RANDOM CROSS - SECTION OF THE STUDENT BODY WAS ASKED . . .

"DO YOU LISTEN TO THE RADIO AT COLLEGE?"  
THEY ANSWERED . . .

	YES	NO	% YES
FRESHMEN	66	4	94.3%
UPPERCLASSMEN	194	16	92.4%
TOTAL	255	25	92.8%

"TO WHAT 4 STATIONS DO YOU LISTEN THE MOST?"  
THEY ANSWERED . . .

	FRESHMEN	UPPER CLASSMEN	TOTAL
WYBC	76%	77%	77%
WELI	7%	6%	6%
WNBC	4%	3%	3%
WNHC	0%	3%	2%
WAVZ	0%	3%	2%
ALL OTHERS	13%	8%	8%

## BUT NOW A WORD ABOUT WYBC . . .

\* PREFERENTIAL POLLS - WINTER, 1951. SPECIFIC POLLS AVAILABLE UPON REQUEST.



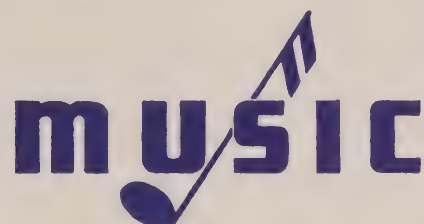




**THREE FULLY EQUIPPED MODERN STUDIOS**

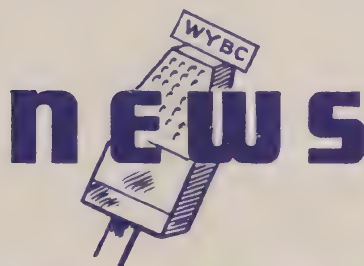
**BROADCAST A BROAD VARIETY OF PROGRAMS**

**18 HOURS DAILY**



**FROM YAWN CLUB AT 7 A. M. TO**

**THE CLOSE OF STARDUST AT 1 P. M.**



**A COMPLETE UP TO THE MINUTE COVERAGE**

**CAMPUS & LOCAL**

**... COMPILED BY THE WYBC NEWS STAFF**

**NATIONAL & WORLDWIDE**

**... DIRECT FROM THE WIRES OF THE  
UNITED PRESS**

**WITH BROADCASTS 10 TIMES DAILY**



# **SPORTS**



**WYBC** BROADCASTS **ALL** HOME AND MANY  
AWAY GAMES . . . FOOTBALL — BASKETBALL —  
HOCKEY — BASEBALL

MANY OF THESE ARE FED TO LOCAL STATIONS  
**PLUS** DAILY SPORTS NEWS BROADCASTS

## **SPECIAL FEATURE PRESENTATIONS**

A FEW OF WHICH INCLUDE

● **FORUMS**

● **DRAMATIC SHOWS**

● **SINGING GROUPS**

● **NEWS & SPORTS**

**COMMENTARIES**

● **DEBATES**

● **SPEECHES** FOR EXAMPLE

TAFT — STASSEN — BUNCHE

MacARTHUR — TRUMAN





HERE ARE SOME OF THE

**"EXTRAS"** WYBC OFFERS ITS SPONSORS

FREE COMMERCIALS DURING FRESHMAN WEEK

AUDIO-RESEARCH (COMPLETE POLLING FACILITIES)

PROGRAM COURTESY ANNOUNCEMENTS

COMPLETE RECORDING FACILITIES

FREQUENT ACCOUNT SERVICING

UNITED PRESS NEWS SERVICE

PROMOTIONAL CONTESTS

POSTER PUBLICITY

ROOM TO ROOM DISTRIBUTION

OF LITERATURE, ETC.

AND HERE IS . . .







WHY WYBC WILL BRING YOU **RESULTS**

● **94%** OF THE ROOMS AT YALE HAVE RADIOS\*

**AND**

EVERY STUDENT HAS ACCESS TO A RADIO

● **80%** OF THE RADIOS ON AT **ANY TIME**  
ARE TUNED TO **WYBC**\*

● **WYBC** GIVES YOU THE **WIDEST**  
**COVERAGE** OF THE YALE COMMUNITY  
(UNDERGRADUATE BODY  
LAW SCHOOL GRADUATE SCHOOL)

**AND**

● **HAS NO SUBSCRIPTION RATE**

ALMOST EVERY STUDENT RECEIVES YOUR MESSAGE

BECAUSE **WYBC** IS THE **ONLY** CAMPUS

MEDIUM THAT DOESN'T COST HIM

**ONE PENNY**

\* PER STATISTICAL POLLS — SPRING, 1951



● THIS CONCENTRATED GROUP IS FAR  
ABOVE THE AVERAGE IN  
**BUYING POWER**

- **WYBC** IS OPERATED EXCLUSIVELY BY AND  
FOR YALE MEN, GIVING THEM THE PROGRAMS  
THEY WANT THE WAY THEY WANT THEM.

MUSIC — NEWS — SPORTS — SPECIAL FEATURES

- THE CREATION OF GOOD WILL AND FAMILIARITY IS A SOUND INVESTMENT IN THE PRESENT AND THE FUTURE.

- LIVING IN TOWN NINE MONTHS OF THE YEAR  
THESE MEN BUY VIRTUALLY ALL OF THEIR MERCHANDISE FROM THE LOCAL NEW HAVEN MARKET.

A SUM ANNUALLY EXCEEDING

**\$5,400,000.00!**



THE CONCENTRATED ON THE 15TH  
ABOVE THE AVERAGE IN

## SUBVINE POWER

HYPER-CONCENTRATED (EXHAUSTED) BY AND  
FOR THE MEN GOING TO THE FRONT  
THEY WANTED THE WAY THEY WERE  
WENT - WITH - WITH - WITH

THE CREATION OF A NEW WAY AND  
IT IS A GOOD OVERSIGHT IN THE  
ANOTHER POWER

• LIVED IN THE NEW WORLD OF THE  
THE NEW WAY THE NEW WAY THE  
CHANGING FROM THE OLD WAY TO THE

A NEW WAY TO THE NEW

THE NEW WAY



**WYBC IS A MEMBER OF THE  
IVY NETWORK**

<b>WVBR</b>	<b>CORNELL</b>
<b>WDBS</b>	<b>DARTMOUTH</b>
<b>WHRB</b>	<b>HARVARD</b>
<b>WXPN</b>	<b>PENNSYLVANIA</b>
<b>WPRU</b>	<b>PRINCETON</b>
<b>WYBC</b>	<b>YALE</b>